

The Quick Print Shop Approach to E-Commerce

Royal P. Farros
Chairman & CEO
iPrint.com



Interesting Quotes that Apply to Commercial Printing and the Internet ■

“I’ve been trying for some time to
develop a lifestyle that doesn’t
require my presence.” ■

Doonesbury Cartoonist, Gary Trudeau ■



Interesting Quotes that Apply to Commercial Printing and the Internet

“If someone had told me that I
would be Pope one day, I
would have studied harder.”

Pope John Paul I



Interesting Quotes that Apply to Commercial Printing and the Internet ■

“There are a billion people in China.
That means even if you’re a one-in-a-
million type of guy, there are still
1,000 guys exactly like you.” ■

Author A. Whitney Brown ■



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The “Quick Print Shop” Approach

iPrint.com results:

- ~1% reprint-due-to-error rate
- 10% “Thank You” notes
- Top “BizRate” performer





The Internet Print Shop

welcome:

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orders & saved work:

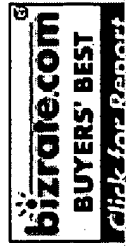
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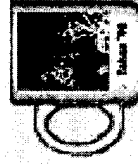
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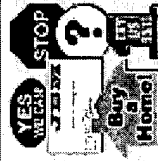
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For creating a new item
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Graphic Here

Your Name Here
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Your Company Here

Your Message Here

Address
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Telephone: (000) 555-1234
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Graphic Here

Your Name Here
Your Title Here

Your Company Here

Your Message Here

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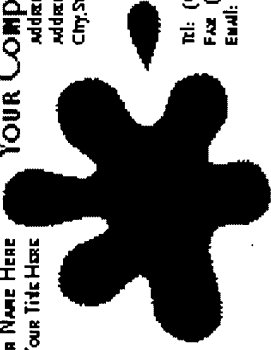
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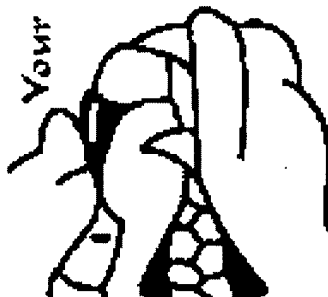
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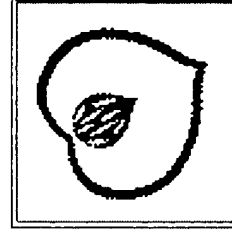
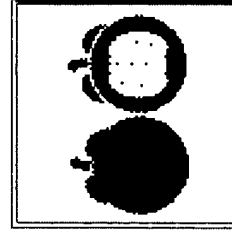
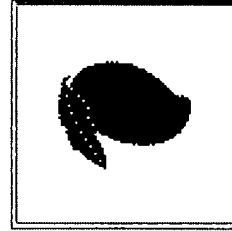
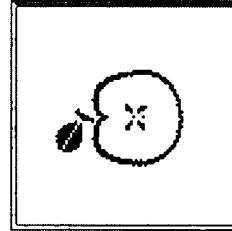
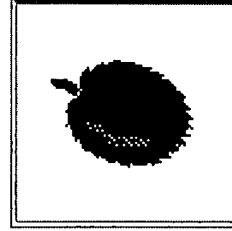
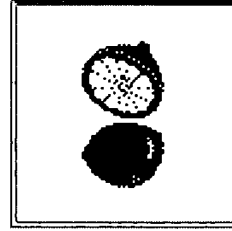
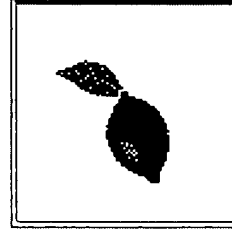
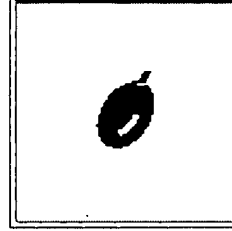
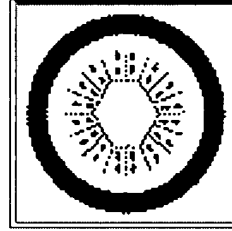
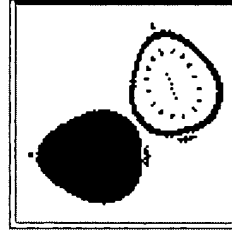
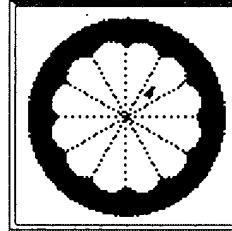
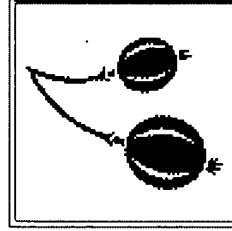
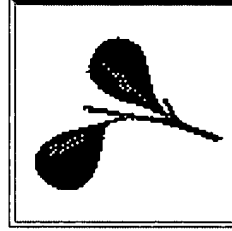
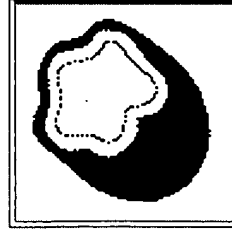
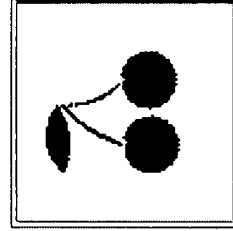
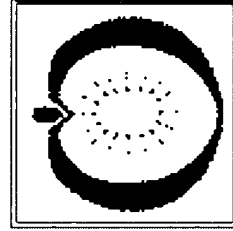
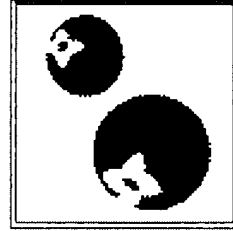
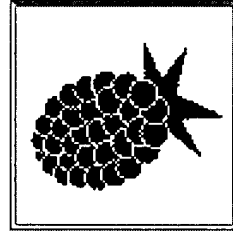
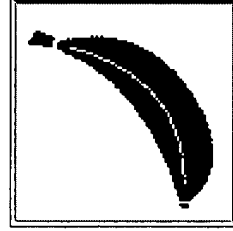
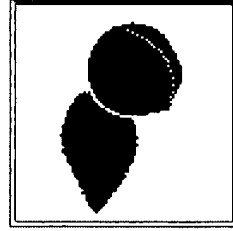
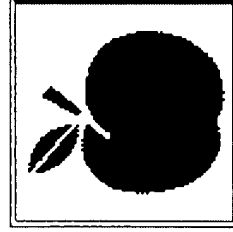
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Fruit

and Press to View

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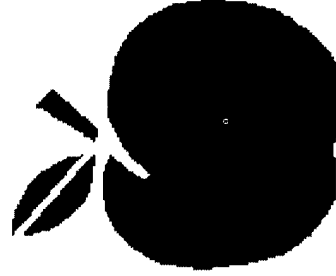
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QTY 500 AFTER THAT**

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Pink:



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Burgundy:



Brown:



Bright Orange:



Green:



Pine Green:



Teal:



Blue:



Reflex Blue:



Violet:



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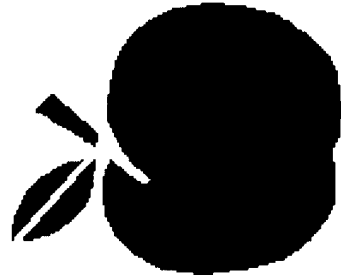
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Add extra field? ☒ No
☐ Yes, as part of the Phone block
☐ Yes, and place in the center of the design

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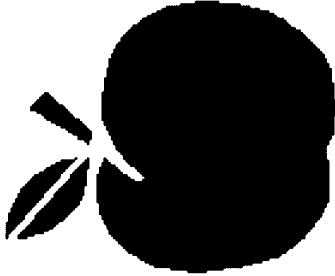
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OK

What to Nudge:

Select Distance to Nudge:



Press to Nudge:

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Down

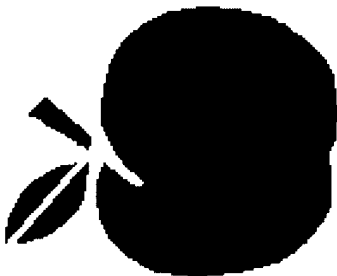
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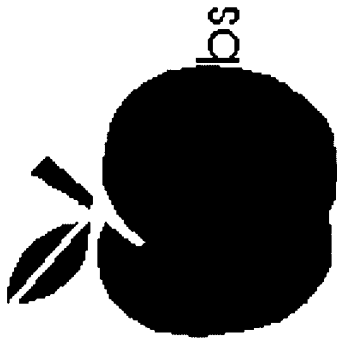
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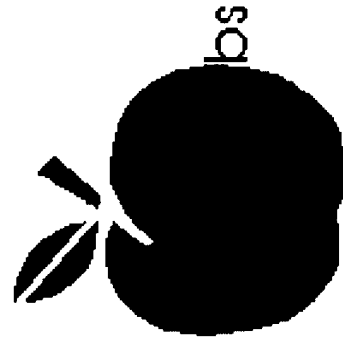
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* A "point" is a standard typographical measurement and is 1/72".

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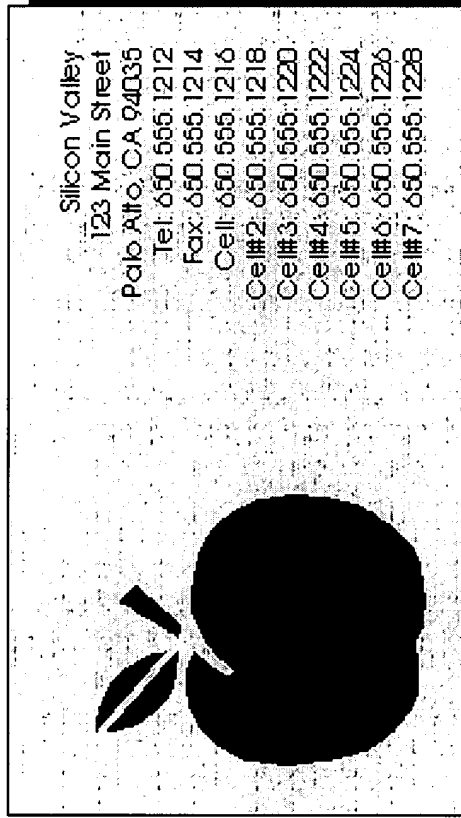
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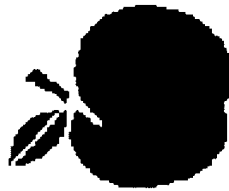
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DESIGN
STUDIO



Need Help?

Pricing/Quantity

Go To Shopping Cart

Changes:

Text

Graphics

Colors

Fonts

Size

Move

Nudge

Mug Size

Layout

Save

Print Proof

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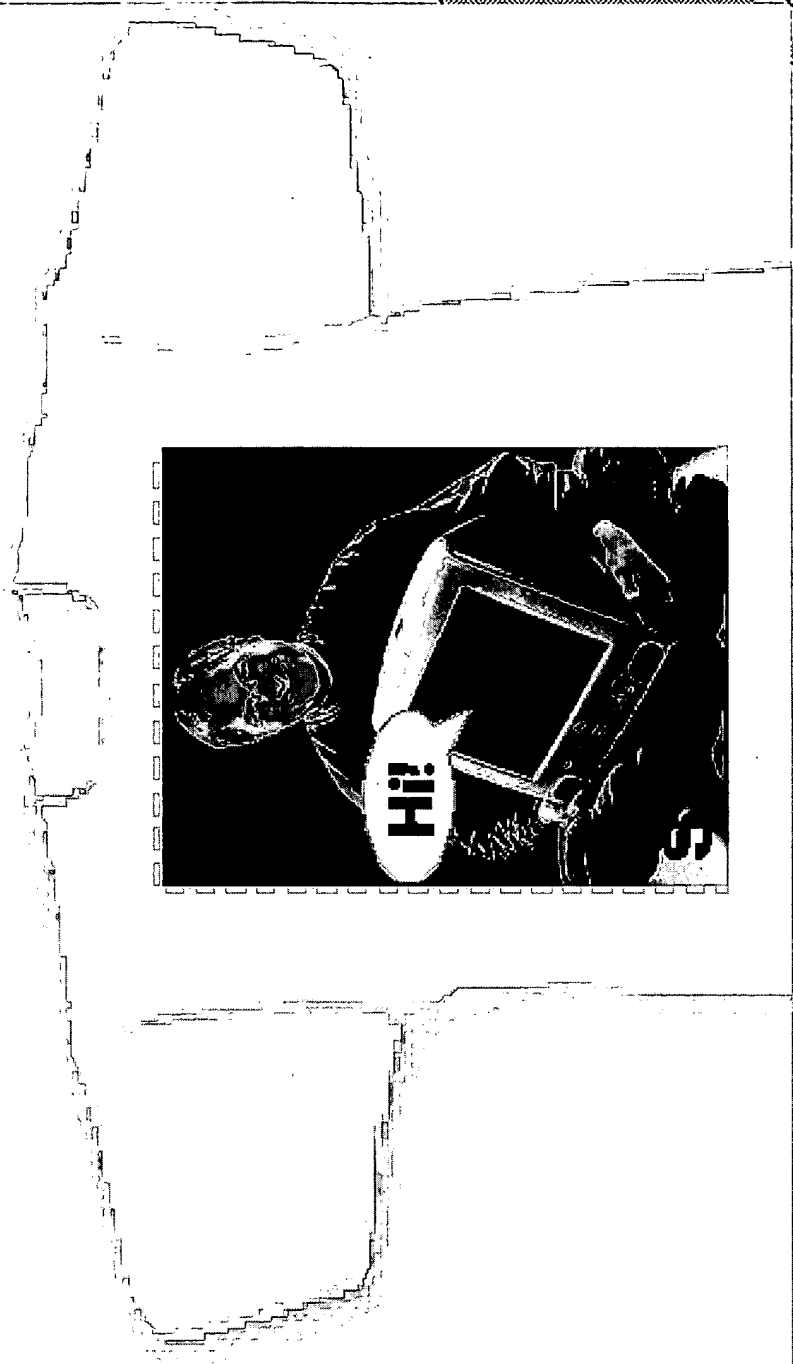
Shirt Material

Layout

Save

Print Proof

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iPrint.com

The “Amazon.com” of
the Print Shop world



iPrint.com

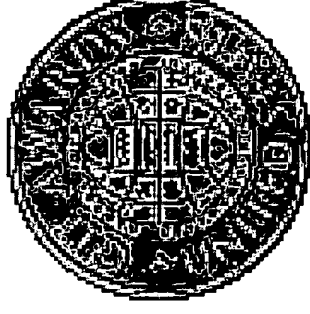
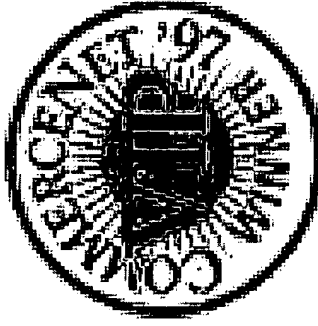
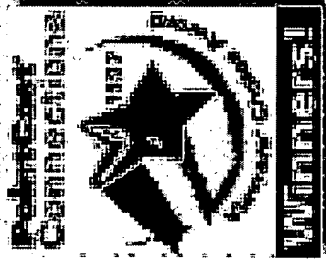
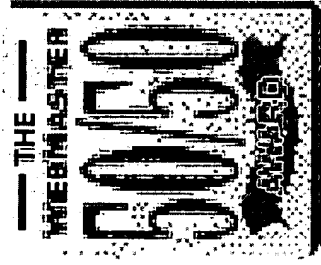
The first end-to-end
electronic print broker
on the Internet...

...connected to the top
commercial printers who do
printing & fulfillment



iPrint.com to date...

- “Live” since 1997
- Most sophisticated *interactive* e-commerce site on web
- Lots of Awards



iPrint.com

The traditional print shop is
SCREAMING to be improved!



iPrint.com is...

Dramatically Better for Customers

- WYSIWYG proof (eliminates guesswork)
- Convenience
- Always open (24 hours/365 days a year)
- Wide selection
- Reprint-due-to-Error Rate: ~1% vs. 10-15%
- Savings



iPrint.com is...

Dramatically Better for Partners

- “Self service” is an effective way to reduce costs of “one-sy, two-sy” sales
- Automatically create great customer lists
- Virtually eliminates prepress (!)
- Access to wider sales channel/distribution
- Higher customer satisfaction



iPrint.com

Multiple suppliers means
consistently outstanding
wholesale prices



iPrint.com

Print Shop market segment has
biggest technological
barrier-to-entry

- Lowest average order and high volumes
- Everything is just a subset of the “one-sy, two-sy” market



Favorite Quote...

“iPrint [technology] will likely cause another major shift in how these [printed] products are bought and sold over the next several years.”

– *Hard Copy Supplies Journal*



iPrint, inc. is taking more than
just a quick print shop approach...

iPrint, inc. is also attacking...

- Via distrib/print broker partnerships:

Dedicated Corporate Print Websites

- Via manufacturer/customer aggregators:

Private Labeled Enterprise-wide
environments



iPrint.com to date...

Over 100 strategic relationships, including:

<i>Corporate Customer</i>	<i>Private Labeled Customer</i>
NASA	OfficeMax
IRS	Sir Speedy
Nationwide	Hallmark
Richardson Electronics	Day-Timers
<i>Etc.</i>	<i>Etc.</i>



Welcome to the...



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iPrint® STUDIO



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Jane C. Doe

Assistant Chief
Flight Human Factors Branch

(650) 604-3000
FAX (650) 604-3131

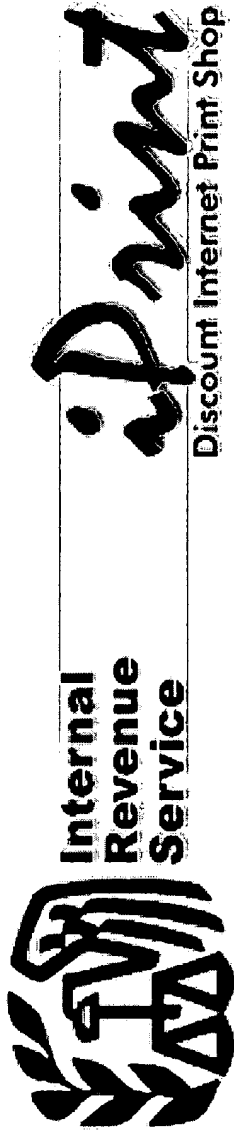
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WARNING
If you are not an authorized Internal Revenue Service employee, please exit immediately as your order will not be accepted.

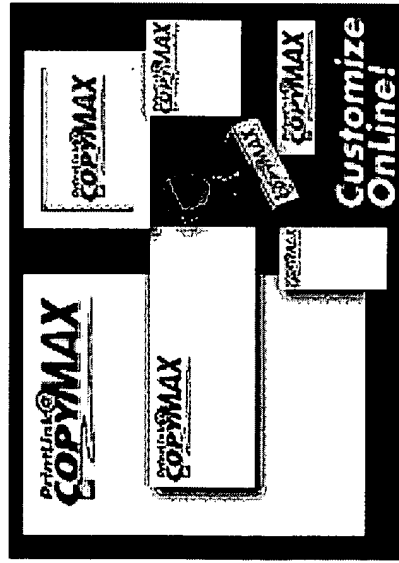
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Where it is easy to create custom printed products
and have them delivered right to your door!

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- Business Cards
 - Stationery
 - Labels
 - Stamps
 - Announcements
 - Invitations
 - Bumper Stickers
 - Post-it® Notes
 - T-shirts
 - Mouse Pads



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Send e-mail to CopyMax@Print.com

Document Done

Start

MaxTime

C:\My D...

Print1

Microsoft...

NASA.b...

Welcome...

6:14 AM



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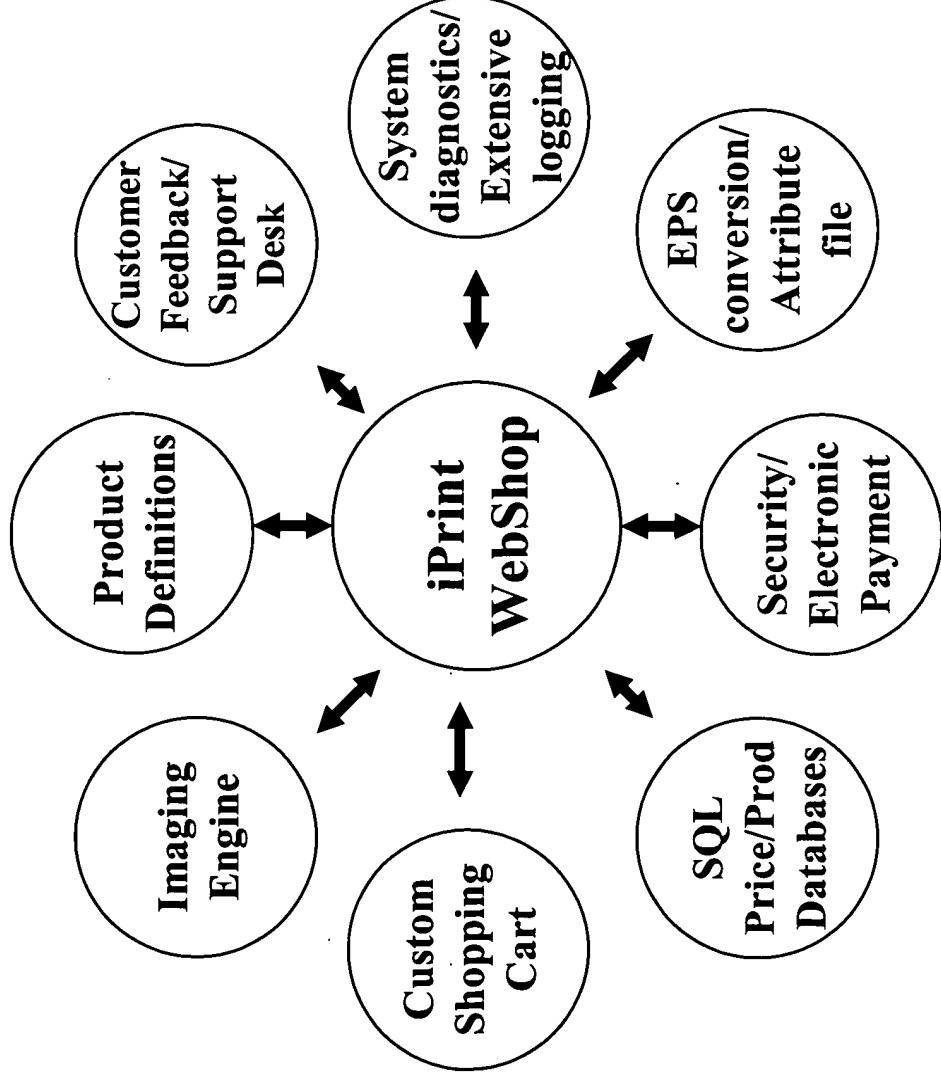
iPrint.com is the most complete
online print shop *environment*...

- **Technology
Lead**

- **Marketing**

- **Relationships**

- **Scalable**

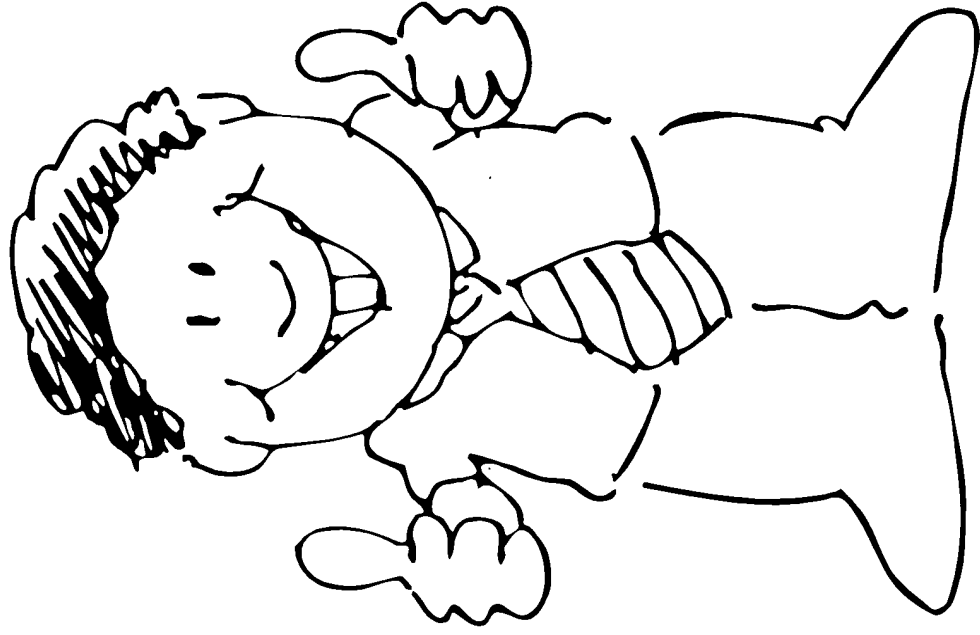


Summary on iPrint.com...

- Dramatically improves the traditional process
- Strong strategic relationships
- Strong & Market-Proven technology (scalability)
- To consumer... to corporations... to enterprise



www.iPrint.com



Thank
you!

